

Move More Cranbrook – Sport England Place Partnership

Update: Cranbrook Placemaking Group

Monday 20th January 2025

General background

The Move More Cranbrook programme and steering group is the local mechanism for delivering the outcomes and associated projects of the long term partnership with Sport England.

This was established and embedded as a result of funding from Sport England through their Local Delivery Pilot scheme started in 2018.

Further detail on the national programme can be found here: [Place partnerships | Sport England](#)

Information on the local programme can be found here: [Live and Move](#)

Representation of the Move More Cranbrook steering group includes:

- Live & Move (Place Partnership team for Exeter & Cranbrook)
- East Devon District Council (officers and member rep)
- Cranbrook Town Council
- LED Leisure
- Cranbrook Education Campus
- Livewest
- Wellbeing Cranbrook
- Public Health Devon
- Active Devon

The group is Chaired by local resident and physical activity champion Matt Rowett and is the forum for developing local projects to help tackle inactivity in Cranbrook.

Place Partnership Bid

The latest Sport England Strategy: Uniting the Movement, focussed more resources at local delivery, taking the learning from the Local Delivery Pilots. Extended funding for 'deepening' local place partnerships was announced in November 2023. Exeter and Cranbrook (Live and Move ; Move More Cranbrook) embarked on local stakeholder engagement and ran a series of workshops in January/February 2024. This work helped to develop a 'Place Partnership' bid to Sport England to extend the partnership to 2028.

[More people taking part in physical activity in Exeter and Cranbrook - Exeter City Council News](#)

The revenue bid was successful and is worth c£2.3m over three years from April 2025 to March 2028. This seeks to enhance and strengthen the partnership work to date and embed long term physical activity strategy in Exeter and Cranbrook.

Specifically, the outcomes are to continue to:

- Tackle physical inactivity
- Embed active lifestyles in local policy and across different sectors
- Tackle inequalities through more people being more active

The resource will provide ongoing funding in Cranbrook for:

- Project Management capacity
- Move More Cranbrook priorities to support families to be active
- Connecting Communities through Wellbeing Cranbrook
- Supporting aspirations to increase Active Travel in Cranbrook
- Share the learning and identify opportunities to scale work across East Devon

Sport England wish to see local investment to support the long-term sustainability and local ownership of the work. One way of embedding the work in East Devon beyond Cranbrook could be through sharing the learning and influencing policy/programmes/approaches across the district but no decision has yet been taken by East Devon District Council as to how take this forward.

Highlights of the work to date

The partnership between Exeter City Council, East Devon District Council and a range of local stakeholders, including Cranbrook Town Council, has developed a strong local Move More Cranbrook network, committed to tackling inactivity and improving active lifestyles in Cranbrook. During the current funding period 2019 – 2024 there have been some notable successes achieving significant impact in Cranbrook:

- Events in partnership with **Cranbrook Running Group**, a colour run and Santa Run attracting over 100+ participants
- Working in partnership with Cranbrook Education Campus and Devon County Council, establishing **EX5 Alive**, a family hub offering wellbeing, activity and general life skills support to families in Cranbrook
- Establishing **Wellbeing Cranbrook** with a new Community Connector (wellbeing referrals) and Community Builder (social action projects)
- £20,000 contribution toward the **Pump Track** construction and organising launch with Cranbrook Town Council
- Establishing a **Community Grants programme**
 - 21 projects funded since 2020
 - £49,000 awarded
 - 100's of residents engaged
 - Cranbrook Running Group, Cranbrook Strollers, CEC, LED, Exe Nordic Walkers amongst range of community groups and organisations delivering to a wide range of ages/demographics.
- Sport England capital investment towards **Ingrams Pavilion**
- Funding and delivering **Town Centre Consultation** for future active community use

Alongside this there is a vibrant activity programme in the Country Park, an established Junior parkrun, emerging strong local community sports club and groups, and effective partnership work with both schools. Collectively the impact

across partners, as well as Move More Cranbrook activity is significant and the town should be proud.

Local Active Lives Survey

The impact of physical activity and wellbeing levels is tracked annually through the delivery of a Local Active Lives survey. Over 2000 residents across Exeter priority areas and Cranbrook are consulted using a local bespoke version of the national active lives survey.

The 2024 survey has highlighted:

- Continued reductions in inactivity levels
- A narrowing inequality gap for both women and people from ethnically diverse backgrounds
- Single occupancy car journeys remain at high levels in Cranbrook compared to Exeter and the national average

The data and analysis provides real time granular insight into physical activity trends at LSOA level across Exeter and Cranbrook. This is a novel, unique and academically robust way of tracking physical activity levels to help inform and evaluate the work at population level.

Further information can be found here via the data dashboard link: [Microsoft Power BI](#)

Through the Place Partnership bid we have secured resource to continue the local active lives survey until 2028, which will then provide 10 years of quality local data.

Wellbeing Cranbrook

New roles were created in Cranbrook in 2021 to develop a Wellbeing Cranbrook model as part of Wellbeing Exeter. The story of Wellbeing Exeter and recent impact and resources for Wellbeing Exeter and Cranbrook can be found here: [Impact | Wellbeing Exeter | Exeter](#)

There is a Community Connector role and Community Builder role in Cranbrook supporting individual resident and community wellbeing. Detail of the roles can be found here: [CONNECTIONS | Wellbeing Exeter | Exeter](#)

The most recent Wellbeing Cranbrook newsletter highlighting progress and opportunities can be found here: [Cranbrook Newsletter - Winter 2024 \(wellbeingexeter.org.uk\)](#)

In March 2024 East Devon District Council committed funding to sustain the Wellbeing Cranbrook posts for the 2024/25 financial year subject to a number of conditions being met. The posts were hosted by Exeter Community Initiatives, who are the organisation that host all the Community Builders in Exeter.

An MOU has been drafted to formalise the partnership between East Devon District Council and Exeter City Council to deliver the Wellbeing Cranbrook model.

From 1st April 2025 a new local delivery partner is sought to host the roles and continue the impactful work of the Wellbeing Cranbrook model. Additional local

financial resources are required to match fund the Sport England Place Partnership funding to extend and embed these roles in local health and community settings.

Governance

The Move More Cranbrook Steering Group will continue to meet quarterly to help shape and deliver the operational programme required to meet the outcomes of the Sport England Place Partnership.

To strengthen the governance it is proposed that the Move More Cranbrook Steering Group will report regularly to the Cranbrook Placemaking Board to help shape future priorities and proposals of the programme and also, critically, to align with the strategic direction of the town and wider ambitions for the place.

The MOU with Exeter City Council for 2024/25 provides a platform to further strengthen this relationship and deliver the outcomes for 2025 to 2028 and secure long-term legacy from the investment and progress to date on improving active and healthy lifestyles in Cranbrook.

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